

# PRINCIPLES OF ART

~Use or arrangement of the building blocks of visual art~

## BALANCE

Balance is a sense of stability in an artwork. There are three kinds of balance: symmetrical (formal), asymmetrical (informal), and radial.



## CONTRAST

Contrast emphasizes the differences in the elements of art used in a work of art (refers to distinctive compositional areas created by the arrangement of the elements of art).

## EMPHASIS

Emphasis refers to developing points of interest that pull the viewer's eye to important parts of the artwork.

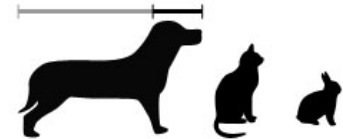
## RHYTHM/PATTERN

Rhythm/pattern refers to the repetition or recurrence of a design element, exact or varied, which establishes a visual beat.



## PROPORTION/SCALE

Proportion is the size relationship of parts to a whole and is within an object. Scale is the size/weight relationships between shapes/forms and compares different objects.



## MOVEMENT

Movement refers to the suggestion of motion through the intentional use of various elements of art. It adds excitement by showing action and directing the viewer's eye through the artwork.



## UNITY

Unity is the appearance of oneness.



**You are in dangerous territory  
when you venture beyond the boundaries  
of what you have been taught;  
this is the real wilderness.**

Bill Berry